

# NAPCS Product List for NAICS 8121: Personal Care Services

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
8121	1					Beauty and personal care products	Providing services to improve aesthetics of a client, using non-medical techniques.	812112 812191 611511 812990
8121	1.1	X				Hair care services	Cutting, trimming, layering, coloring, tinting, styling, and modifying texture of hair.  Includes: • trimming beards and mustaches and other services bundled with hair cutting services, such as shampooing, blow drying, and styling.	812112 812111 812199
8121	1.1.1	X				Hair cut services	Cutting, trimming, layering, and effectively reducing the length of hair for all genders and age groups.  Includes: • trimming beards and mustaches and other services bundled with hair cutting services, such as shampooing, blow drying, and styling.  Excludes: • hair styling services sold separately are in product 1.1.4, Hair styling services. • shampooing and blow drying services sold separately are in product 1.1.9, Hair care services, nec. • permanent and temporary hair removal services, such as electrolysis or waxing, are in product 1.4, Hair removal services.	812112 812111 812199
8121	1.1.2	X				Permanent Hair texture modification services	Applying chemicals, heat, and/or liquids that cause an alteration to the hairs' internal structures.  Includes: • modification of hair structure to either straighten or curl the hair. • other services bundled with permanent hair texture modification services, such as shampooing, blow drying, and styling.  Excludes: • hair styling services sold separately are in product 1.1.4, Hair styling services. • shampooing and blow drying services sold separately are in product 1.1.9, Hair care services, nec.	812112 812111 812199

# NAPCS Product List for NAICS 8121: Personal Care Services

1	2	3	4	5	6	7	8	9
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8121	1.1.3	X				Hair coloring and tinting services	<p>Applying hair coloring agent or tint to change the color of hair either temporarily, semi-permanently, or permanently.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• application of chemicals that remove color from hair, otherwise known as lightening.</li> <li>• other services bundled with hair coloring and tinting services, such as shampooing, blow drying, and hair styling.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• hair styling services sold separately are in product 1.1.4, Hair styling services.</li> <li>• shampooing and blow drying services sold separately are in product 1.1.9, Hair care services, nec.</li> </ul>	812112 812111 812199
8121	1.1.4	X				Hair styling services	<p>Modifying the appearance of hair without changing its length, texture, or color.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• blow drying and special event styling such as up-dos, braiding, weaving, and applying hair extensions.</li> <li>• other services bundled with hair styling services, such as shampooing and blow drying.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• shampooing and blow drying services sold separately are in product 1.1.9, Hair care services, nec.</li> </ul>	812112 812111 812199
8121	1.1.9	X				Hair care services, nec.	<p>Providing hair care services, not elsewhere classified.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• shampooing, blow drying, volumizing, deep conditioning, non-medical hair replacement, and scalp massage services, etc. sold separately.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• permanent and temporary hair removal services, such as electrolysis or waxing, are in product 1.4, Hair removal services.</li> </ul>	812112 812111 812199
8121	1.2					Nail care services	<p>Providing nail care services.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• manicures, pedicures, nail extensions, polishing, and related nail artwork, etc.</li> </ul>	812112 812111 812199

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1	2	3	4	5	6	7	8	9
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8121	1.2.1	X				Manicure services	Providing care to hands and nails by cutting, shaping the nails, removing cuticles, and providing related hand and nail care services.  Excludes: • nail overlays, tips, nail polish removal, and other related nail services sold separately are in product 1.2.9, Nail care services, nec.	812112 812111 812199
8121	1.2.2	X				Pedicure services	Providing care to feet, toes, and toenails by cutting, shaping the toe nails, removing cuticles, and providing related foot, toe, and toenail care services.  Excludes: • nail overlays, tips, nail polish removal, and other related nail services sold separately are in product 1.2.9, Nail care services, nec.	812112 812111 812199
8121	1.2.9	X				Nail care services, nec.	Providing nail services, not elsewhere classified.  Includes: • overlays, tips, nail polish removal, and other related services sold separately from manicures and pedicures.	812112 812111 812199
8121	1.3					Skin care services	Providing care for the skin.  Excludes: • tattooing services are in product 1.6, Tattoo, tanning and other body modification services. • medical skin care service.	812112 812111 812199
8121	1.3.1	X				Temporary makeup services	Applying or removing makeup to/from the face or body.	812112 812111 812199
8121	1.3.2	X				Permanent makeup services	Applying ink under the skin to give the appearance of makeup.	812112 812111 812199
8121	1.3.3	X				Facial services	Providing care for the face, usually involves cleansing, massaging, and the application of cosmetic creams.  Excludes: • medical facial care services provided by dermatologists.	812112 812111 812199
8121	1.3.4	X				Masks and body wrap services	Applying masks and wraps made of herbal or other nutritional ingredients found in mud for the body and the face to improve appearance.	812112 812111 812199

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1	2	3	4	5	6	7	8	9
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8121	1.3.9	X				Skin care services, nec.	<p>Providing skin care services, not elsewhere classified.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>dermabrasion, chemical peels and treatments, and skin resurfacing using lasers, ultra-sound, or other technologies.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>tattooing services are in product 1.6, Tattoo, tanning and other body modification services.</li> <li>medical skin care services.</li> </ul>	812112 812111 812199
8121	1.4					Hair removal services	<p>Removing hair on a permanent or temporary basis.</p> <p>Excludes:</p> <ul style="list-style-type: none"> <li>hair care services such as cutting, coloring, and styling are in product 1.1, Hair care services.</li> </ul>	812112 812111 812199
8121	1.4.1	X				Permanent hair removal services	<p>Providing permanent hair removal services for the head, body, or face.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>laser-assisted hair removal systems and electrolysis.</li> </ul>	812112 812111 812199
8121	1.4.2	X				Temporary hair removal services	<p>Providing temporary hair removal services by manually removing hair by pulling them from the skin.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>removal of hair using tweezers, threads, wax, or other chemicals.</li> </ul>	812112 812111 812199
8121	1.5	X				Non-therapeutic massage services	<p>Providing massage services for relaxation and entertainment purposes.</p>	812112 812199
8121	1.6					Tattoo, tanning and other body modification services	<p>Modifying the body by tanning, tattoos, removal of tattoos, piercing, and other body modification services.</p> <p>Excludes:</p> <ul style="list-style-type: none"> <li>permanent and temporary make-up services are in product 1.3, Skin care services.</li> <li>medical surgical procedures for body modification.</li> </ul>	812112 812111 812199
8121	1.6.1	X				Tanning services	<p>Providing services that change the color pigmentation of the skin by the exposure to ultra-violet light or the use of stains.</p>	812112 812111 812199

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1	2	3	4	5	6	7	8	9
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8121	1.6.2	X				Tattoo services	<p>Providing tattoo services by the injection of ink under the skin to permanently alter the coloration of the skin.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>tattoo related maintenance, design, and modification.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>permanent and temporary make-up services are in product 1.3, Skin care services.</li> </ul>	812112 812111 812199
8121	1.6.3	X				Tattoo removal services	<p>Providing tattoo removal services that use lasers to selectively destroy tattoo ink by choosing the best wavelength to achieve selective absorption for each ink color, while minimizing the nonspecific thermal effects.</p> <p>Excludes:</p> <ul style="list-style-type: none"> <li>permanent and temporary make-up services are in product 1.3, Skin care services.</li> <li>surgical procedures for tattoo removal.</li> </ul>	812112 812111 812199
8121	1.6.4	X				Piercing services	<p>Providing services that puncture the skin in order to display ornamental jewelry.</p>	812112 812111 812199
8121	1.6.9	X				Body modification services, nec.	<p>Providing services that permanently alter the appearance of the body, not elsewhere classified.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>burning and implanting objects underneath the skin.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>permanent and temporary make-up services are in product 1.3, Skin care services.</li> <li>medical surgical procedures for body modification.</li> </ul>	812112 812111 812199

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8121	2	X				Rental of non-residential space in buildings or other facilities	<p>Renting or leasing buildings, or space within buildings or other facilities, for non-residential uses such as office space, industrial space, retail stores, or food service.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• renting or leasing sites on a "concession" basis for such purposes as selling merchandise or meals at entertainment and sports venues.</li> <li>• renting space for meetings, conventions, weddings, parties, and similar events.</li> <li>• providing a location for the placement of coin-operated and self-service machines such as vending machines, video games, and children's mechanical rides.</li> <li>• renting or leasing self-storage space.</li> <li>• renting or leasing engineering works and structures.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• renting and leasing land.</li> <li>• providing a location for the display of advertising messages, such as on billboards or walls.</li> <li>• renting and leasing parking spaces.</li> </ul> <p>Same as product 1.3 on 531 list.</p>	531 812112 812111 812199
8121	2.1		X		X	Rental of booths and chairs	<p>Renting or leasing booths and chairs in beauty and personal care establishments.</p> <p>Subset of product 1.3.2.9.1 on 531 list.</p>	812112 812111 812199
8121	2.9		X		X	Rental of non-residential space in buildings or other facilities, nec.	<p>Renting or leasing buildings, or space within buildings or other facilities, for non-residential uses, not elsewhere specified.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• renting or leasing sites on a "concession" basis.</li> <li>• renting space for meetings, conventions, weddings, parties, and similar events.</li> <li>• providing a location for the placement of coin-operated and self-service machines such as vending machines, video games, and children's mechanical rides.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• renting and leasing land.</li> <li>• providing a location for the placement of coin-operated and self-service machines such as vending machines, video games, and children's mechanical rides.</li> <li>• providing a location for the display of advertising messages, such as on billboards or walls.</li> <li>• renting and leasing parking spaces.</li> </ul> <p>Same as product 15.4.9 on 711 list.</p>	531 812112 812111 812199

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1	2	3	4	5	6	7	8	9
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8121	3					Weight loss services	<p>Providing non-medical services to assist clients in maintaining or attaining a desired weight, or managing their diet to maintain or attain a desired weight.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• weight loss and diet management programs.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• services of independent health practitioners, dietitians' offices, and nutritionists' offices.</li> <li>• medical or surgical weight reduction services.</li> </ul>	812191 611511 812112
8121	3.1	X				Non-medical weight loss programs	<p>Providing non-medical services to assist clients in attaining or maintaining a desired weight. These services emphasize the use of particular brands of food or supplements, and typically include individual or group counseling, menu and exercise planning, and weight and body measurement monitoring. The sale of weight reduction products, such as food supplements, may be an integral component of the program.</p> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• services of independent health practitioners, dietitians' offices, and nutritionists' offices.</li> <li>• medical or surgical weight reduction services.</li> </ul>	812191 611511 812112
8121	3.2	X				Non-medical diet management services	<p>Providing non-medical assistance to clients in managing their diet. Includes individual or group counseling, menu and exercise planning, and weight and body measurement monitoring.</p> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• services that emphasize the use of particular brands of food or supplements to attain desired weight are in product 3.1, Non-medical weight loss programs.</li> <li>• services of independent health practitioners, dietitians' offices, and nutritionists' offices.</li> <li>• medical or surgical weight reduction services.</li> </ul>	812191 611511 812112
8121	4	X				Related products	Other important products provided by establishments classified in NAICS 8121.	812191 611511 812112
8121	4.1	X				Training services, beauty and personal care	<p>Providing informational or educational seminars/workshops on diet or weight management or related topics.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• seminars and workshops offered both on-site and off-site.</li> </ul> <p>Subset of product 1.2.13 on 61 list.</p>	812191 611511 812112

# NAPCS Product List for NAICS 8121: Personal Care Services

1	2	3	4	5	6	7	8	9
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8121	4.2	X				Reselling services for merchandise, retail	Retailing of merchandise purchased on own account for resale or sold on a fee or commission basis for others. Includes reselling of apparel, memorabilia, publications, prepackaged foods and beverages, and other merchandise. Also includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales.  Same as product 15.1 on 711 list.	812191 311514 813920 611511 812112
8121	4.3	X				Therapeutic massage services	Providing therapeutic massage services by applying soft-tissue manipulation techniques to the body. Includes sports massage therapy.	621399 812112 812199